## **ORDER**

Orders Order / Rev: ∮\100305<sub>8</sub> √ ,• Alt Order #: 06809909 Product Desc: NRSC 2012 Estimate: Flight Dates: 10/10/12 - 10/16/12 Primary AE: Amy McCreary Original Date / Rev: 04/13/12 / 07/03/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Name: Strategic Media Services, Inc. Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3299 K St. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% National Republican Senatorial Comm Advertiser Name: A35+ Demographic: New Business Thru: **Product Codes:** PLI2,PLI1 Order Separation: 00:15:00 SELECT PRIORITY CODE Priority: Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/16/12	114	\$86,250.00	\$73,312.50

## Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	114	\$86,250.00	\$73,312.50	0.00
Totals	114	\$86,250.00	\$73,312,50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	31%	\$86,250.00
Market	100%	\$278 225 81

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$86,250.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$47,298.39
KTUD	1%	\$2,782.26
KVVU	17%	\$47,298.39
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	3%	\$8,346.77

L	n Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E	KSNV	10/10/12	10/12/12	M-F 6-7a WakeU	w/Wa@M	6-7a	WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
				M-F 6-7a WakeU	p w/Wagners								
	NEWS				-								
	Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	Week: 10/0	08/12	10/14/12	WTF	3	\$700.00	0.00					i	

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Order / Rev:

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Advertiser:

National Republican Senatorial Committe

Alt Order #:

06809909

Product Desc:

NRSC 2012

Flight Dates:

10/10/12 - 10/16/12

Estimate:

KSNV

Ln Ch Start End	Inventory Code Break	Start/End Ti	ime Days	Len Spo	ots	Rate Pri	Rtg Type S	Spots	Amount
E 1 KSNV 10/10/12 10/12/12		6-7a	WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
NEWS	M-F 6-7a WakeUp w/Wagners								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	WTF 3	\$700.00	0.00			**************************************	0.00	_	
E 2 KSNV 10/15/12 10/16/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	6-7a	MT	:30	2	\$700.001	0.00 NM	2	\$1,400.00
NEWS									
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week MT 2	<u>Rate</u> \$700.00	Rating 0.00						
E 3 KSNV 10/15/12 10/16/12		658a-9am	MT	:30	4	\$900.001	0.00 NM	4	\$3,600.00
	Today Show			.20	·	4500.501	0.00 1414)	7	ψ5,550.00
TODAY <u>Start Date</u> <u>End Date</u>	Weekdays Spots/Week	Pato	Rating						
Week: 10/15/12 10/21/12	MT 4	<u>Rate</u> \$900.00	0.00						
E 4 KSNV 10/10/12 10/12/12		658a-9am	WTF	:30	6	\$900.001	0.00 NM	6	\$5,400.00
TODAY	Today Show								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	WTF 6	\$900.00	0.00						
E 5 KSNV 10/10/12 10/12/12		9-10a	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
TODAY	M-F Today Show II								
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/08/12 10/14/12	WTF 3	\$425.00	0.00			A 10 7 0 0 1			
E 6 KSNV 10/15/12 10/16/12	M-F Today Show II	9-10a	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
TODAY	<b>,</b>								
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week MT 2	<u>Rate</u> \$425.00	Rating 0.00						
·····	M-F Today Show III 4th 13M	10am-11am	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
	Today 4th Hour				_	4020.00	0.00 11111	-	Ψ000.00
TODAY Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/15/12 10/21/12	MT 2	\$325.00	0.00						
E 8 KSNV 10/10/12 10/12/12	•	10am-11am	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
TODAY	Today 4th Hour								
Start Date End Date	Weekdays Spots/Week	Rate	Rating						
Week: 10/08/12 10/14/12	WTF 3		0.00			-			
E 9 KSNV 10/10/12 10/12/12	Rachael Ray CM Rachael Ray	11am-12pm	WTF	:30	6	\$325.001	0.00 <b>N</b> M	6	\$1,950.00
RR	radiaei ray								
Start Date End Date	Weekdays Spots/Week		Rating						
Week: 10/08/12 10/14/12 E 10 KSNV 10/15/12 10/16/12	WTF 6 Rachael Ray CM	\$325.00 11am-12pm	0.00 MT	:30	4	форе <b>по</b> 4	0.00 NIM		#4 BOD 00
E 10 NOINV 10/10/12 10/10/12	Rachael Ray	i iaiii-izpiii	M I TTTT	;50	4	\$325.001	0.00 NM	4	\$1,300.00
RR St. (B. ( B. ( B. ( B. ( B. ( B. ( B. ( B									
<u>Start Date</u> <u>End Date</u> Week: 10/15/12 10/21/12	Weekdays Spots/Week		Rating 0.00						
E11 KSNV 10/15/12 10/16/12	·	12-1230pm	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
NICIAIO	Noon News	•				•	Ì	••	,
NEWS Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating						
Week: 10/15/12 10/21/12	MT 2		0.00						
E 12 KSNV 10/10/12 10/12/12		12-1230pm	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
NEWS	Noon News								
Start Date End Date	Weekdays Spots/Week	Rate	Rating				ļ		
Week: 10/08/12 10/14/12	WTF 3	*	0.00			<b>*</b>			
E 13 KSNV 10/10/12 10/12/12	CM	1230-1p	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00

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Advertiser:

National Republican Senatorial Committe

Alt Order #: Flight Dates: 06809909

10/10/12 - 10/16/12

Product Desc:

Estimate:

NRSC 2012

KSNV

Ln Ch	Start	End	Inventory Code		Start/End 1	Γime Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
			The Agenda 1230 The Agenda 1230			•					_	
AGENDA	<b>\</b>		THO Agorida 1200	, piii								
	Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/14/12	WTF	3	\$325.00	0.00			****			
E 14 KSNV	10/15/1	2 10/16/12	The Agenda 1230 The Agenda 1230	-	1230-1p	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
AGENDA	<b>\</b>		The rigorida 1200	, pi								
	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/1: E 15 KSNV		10/21/12	MT	2	\$325.00	0.00			AAA = AA 4		_	
E 15 KONV	10/15/1	2 10/16/12	The Doctors The Doctors	CM	2pm-3pm	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
DRS			2 0010.0									
	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 10/1: E 16 KSNV		10/21/12	MT	2	\$325.00	0.00					_	
E TO KONV	10/10/1	2 10/12/12	The Doctors The Doctors	СМ	2pm-3pm	WTE	:30	3	\$325.001	0.00 NM	3	\$975.00
DRS			1110 2001010									
	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 10/0		10/14/12	~~WTF	3	\$325.00	0.00						
E 17 KSNV	10/10/1	2 10/12/12	Dr. Phil Dr Phil	CM	3-4p	WTF	:30	6	\$450.001	0.00 NM	6	\$2,700.00
PHIL			5111,							·		
	<u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/0		10/14/12	WTF	6	\$450.00	0.00						
E 18 KSNV	10/15/1	2 10/16/12	Dr. Phil Dr Phil	CM	3-4p	MT	:30	4	\$450.001	0.00 NM	4	\$1,800.00
PHIL			DI I IIII							•		
	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/1		10/21/12	MT	4	\$450.00	0.00						
E19 KSNV	10/15/1	2 10/16/12	News 3 at 4 News 3 at 4	СМ	4-430p	MT	:30	2	\$700.003	0.00 NM	2	\$1,400.00
NEWS			News o at 4									
Start	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/1		10/21/12	MT	2	\$700.00	0.00						
E 20 KSNV	10/10/1	2 10/12/12	News 3 at 4 News 3 at 4	СМ	4-430p	WTF	:30	3	\$700.003	0.00 NM	3	\$2,100.00
NEWS			News J at 4									
Start	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/0		10/14/12	~~WTF~~	3	\$700.00	0.00						
E 21 KSNV	10/10/1	2 10/12/12	News 3 at 430pm		430-5pm	WTF	:30	3	\$700.003	0.00 NM	3	\$2,100.00
NEWS			News 3 at 4:30Pf	VI								
Start	<u>t Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/0		10/14/12	WTF	3	\$700.00	0.00			·			
E 22 KSNV	10/15/1	2 10/16/12	News 3 at 430pm		430-5pm	MT	:30	2	\$700.003	MM 00.0	2	\$1,400.00
NEWS			News 3 at 4:30Pf	VI ·						l l		
	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/1		10/21/12	MT	2	\$700.00	0.00						
E23 KSNV	10/15/1	2 10/16/12	M-F Early News	CM	5-630p	MT	:30	2	\$1,100.003	0.00 <b>NM</b>	2	\$2,200.00
NEWS			M-F Early News							1		
	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/1		10/21/12	MT	2	\$1,100.00	0.00						
E 24 KSNV	10/10/1	2 10/12/12	M-F Early News	CM	5-630p	WTF	:30	3	\$1,100.003	0.00 NM	3	\$3,300.00
NEWS			M-F Early News									-
	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				1		
Week: 10/0	08/12	10/14/12	WTF	3	\$1,100.00	0.00						
E25 KSNV	10/10/1	2 10/12/12		CM	657-730p	WTF	:30	3	\$1,200.003	0.00 NM	3	\$3,600.00

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Advertiser:

National Republican Senatorial Committe

Alt Order #:

06809909

Product Desc:

NRSC 2012

Flight Dates:

10/10/12 - 10/16/12

Estimate:

KSNV

Ln Ch Start End	Inventory Code Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type Si	nots	Amount
	W-F Jeopardy	000000000000000000000000000000000000000	ino Dayo	zon opoto	Truto I II	rtig Type O	pota	Amount
JEP	M-F Jeopardy							
Start Date End Date	Weekdays Spots/Week	Rate	Rating			i		
Week: 10/08/12 10/14/12		\$1,200.00	0.00					
E 26 KSNV 10/15/12 10/16/12	M-F Jeopardy CM	657-730p	MT	:30 2	\$1,200.003	0.00 NM	2	\$2,400.00
JEP	M-F Jeopardy							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/15/12 10/21/12		\$1,200.00	0.00					
E 27 KSNV 10/15/12 10/16/12		730-758pm	MT	:30 2	\$1,200.003	0.00 NM	2	\$2,400.00
WHEEL	M-F Wheel of Fortune							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/15/12 10/21/12	MT 2	\$1,200.00	0.00					
E 28 KSNV 10/10/12 10/12/12		730-758pm	WTF	:30 3	\$1,200.003	0.00 NM	3	\$3,600.00
WHEEL	M-F Wheel of Fortune							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/08/12 10/14/12	WTF 3	\$1,200.00	0.00					
E 29 KSNV 10/10/12 10/12/12		11pm-1135pr	mWTF	:30 3	\$1,100.003	0.00 NM	3	\$3,300.00
NEWS	M-F News 3 at Eleven							
Start Date End Date	Weekdays Spots/Week	Rate	Rating			•		
Week: 10/08/12 10/14/12		\$1,100.00	0.00					
E 30 KSNV 10/15/12 10/16/12		11pm-1135pr	m MT	:30 2	\$1,100.003	0.00 NM	2	\$2,200.00
NEWS	M-F News 3 at Eleven							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 10/15/12 10/21/12		\$1,100.00	0.00					
E31 KSNV 10/15/12 10/16/12	•	1135p-1237a	MT	:30 2	\$450.003	0.00 NM	2	\$900.00
TON SHOW	Tonight Show					·		
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/15/12 10/21/12	MT 2		0.00					
E 32 KSNV 10/10/12 10/12/12	•	1135p-1237a	WTF	:30 3	\$450.003	0.00 NM	3	\$1,350.00
TON SHOW	Tonight Show							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/08/12 10/14/12	WTF 3	<u>'</u>	0.00					
E33 KSNV 10/16/12 10/16/12	Tues PR 8-10p CM Tuesday Prime 8-10pm	8-10pm	-T	:30 1	\$3,600.001	0.00 NM	1	\$3,600.00
LOSER	ruesday Filme o-Topm							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating			İ		
Week: 10/15/12 10/21/12		\$3,600.00	0.00					
E 34 KSNV 10/10/12 10/10/12	Wed PR 10-11p CM Wednesday Prime 10-11pm	10-11pm	W	:30 1	\$3,200.001	0.00 NM	1	\$3,200.00
L&O	wednesday miline 10-11pm							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/08/12 10/14/12		\$3,200.00	0.00					
E 35 KSNV 10/13/12 10/13/12	News 3 Sunrise - SATURIM News 3 Sunrise SATURDAY	6a-7a	S-	:30 1	\$350.003	0.00 <b>NM</b>	1	\$350.00
NEWS	News 5 Suilinge SATONDAT		,					
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 10/08/12 10/14/12	S 1	\$350.00	0.00		<del> </del>			
E36 KSNV 10/13/12 10/13/12	Saturday Today CM Saturday Today	7a-9am	S-	:30 1	\$600.001	0.00 NM	1	\$600.00
SAT TODAY	Saturday Today							
Start Date End Date	Weekdays Spots/Week		Rating					
Week: 10/08/12 10/14/12	S- 1	\$600.00	0.00		An			
E37 KSNV 10/13/12 10/13/12	СМ	9am-930am	S-	:30 1	\$500.001	0.00 NM	1	\$500.00

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Advertiser:

National Republican Senatorial Committe

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Product Desc:

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KSNV

10/10/12 - 10/16/12

Estimate:

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			News 3 Today - SA News 3 Today - SA									
NEWS			News o reday - GA									
	rt Date	End Date		pots/Week	<u>Rate</u>	Rating						
Week: 10/ E 38 KSNV		10/14/12	S- Wake Up Early w/ V	Vaar@M	\$500.00 430a-5a	0.00 MT	.20		0000 004	0.00.104		
L JO NORV	10/10/1	2 10/10/12	Wake Up Early Wa	-	430a-0a	[V] I	:30	1	\$200.001	0.00 NM	1	\$200.00
	TODAY	<b>.</b>										
<u>Sta</u> Week: 10/	<u>irt Date</u> /15/12	End Date 10/21/12	. <u>Weekdays</u> S	pots/Week	<u>Rate</u> \$200.00	Rating 0.00						
E 39 KSNV			Face to Face w/ Rai	lstonCM	630-657pm	MT	.:30	2	\$900.001	0.00 NM	2	\$1,800.00
			Face to Face w/ J.F	Ralston					,	0.00	_	Ψ1,000,00
FACE Sta	rt Date	End Date	Weekdays S	pots/Week	Poto	Rating						
Week: 10/		10/21/12	MT	2	<u>Rate</u> \$900.00	0.00						
E40 KSNV	10/13/1	2 10/13/12	Weekend Jeopardy		657-8pm	5-	:30	1	\$325.003	0.00 NM	1	\$325.00
WH/JEI	P		WKND Jeop/Wheel	1								
_	rt Date	End Date	<u>Weekdays</u> S	pots/Week	Rate	Rating						
Week: 10/		10/14/12	\$-	1	\$325.00	0.00						
E41 KSNV	10/13/1	2 10/13/12	Sat PR 10-11p	CM 11pm	10-11pm	S-	:30	1	\$1,000.003	0.00 NM	1	\$1,000.00
SVU			Saturday Prime 10-	ı ıpın								
	<u>rt Date</u>	End Date		pots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/		10/14/12	S-		\$1,000.00	0.00			<del></del>			
E 42 KSNV	10/13/1	2 10/13/12	Sa-Su News 3 at El Sa-Su News 3 at El		11pm-1135p	mS~	:30	1	\$1,000.003	0.00 NM	1	\$1,000.00
NEWS												
<u>Sta</u> Week: 10/	rt Date	End Date 10/14/12	<u>Weekdays</u> <u>S</u>	pots/Week	Rate	Rating						
E 43 KSNV				·	\$1,000.00	0.00 2amS-	:30		\$1,400.001	0.00 NM		<b>#4 400 00</b>
	10/10/1	2 10/10/12	Saturday Night Live		1100pin-1,02	2aii3-	.50	'	φ1,400.00 I	0.00 NM	1	\$1,400.00
SNL	ut Data	Ford Data	Maralatana 0		<b>.</b>							
<u>5ta</u> Week: 10/	<u>irt Date</u> /08/12	End Date 10/14/12	<u>Weekdays</u> S	pots/Week 1	Rate \$1,400.00	<u>Rating</u> 0.00				•		
E44 KSNV	10/14/1		News 3 Sunrise - St		6a-7a	S	: :30	1	\$350.003	0.00 NM	1	\$350.00
NEMO			News 3 Sunrise SU	NDAY								*******
NEWS Sta	rt Date	End Date	<u>W</u> eekdays S	pots/Week	<u>Rate</u>	Rating						
Week: 10/		10/14/12	S	1	\$350.00	0.00						
E45 KSNV	10/14/1	2 10/14/12	Sunday Today	СМ	7a-8am	S	:30	1	\$500,001	0.00 NM	1	\$500.00
SUN TO	DDAY		Sunday Today									
	ırt Date	End Date	Weekdays S	pots/Week	<u>Rate</u>	Rating						
Week: 10/		10/14/12	S	1	\$500.00	0.00						
E46 KSNV	10/14/1	2 10/14/12	Meet the Press Meet the Press	СМ	8a-9am	S	:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
MTP			MCCI GIO   1635									
	rt Date	End Date		pots/Week	Rate	Rating						
Week: 10/		10/14/12	S News 3 Today Wkn		\$1,300.00 9a-930am	0.00	00		<b>\$500.004</b>	0.00.104		
L41 NONV	10/14/1	2 10/14/12	News 3 Today WKI	u Civi	9a-930am	5	:30	1	\$500.001	0.00 NM	1	\$500.00
NEWS												
<u>Sta</u> Week: 10/	rt <u>Date</u> /08/12	End Date 10/14/12	<u>Weekdays</u> <u>S</u> S	pots/Week	<u>Rate</u> \$500.00	Rating 0.00						
			Chris Matthews 9:30	DAM GM	9:30a-10a	S	:30	1	\$500.001	0.00 NM	1	\$500.00
			Chris Matthews SU			_		•	,	• • • • • • • • • • • • • • • • • • •	,	φυσυ,υυ
CM Sta	ırt Date	End Date	Weekdays S	pots/Week	<u>Rate</u>	Rating						
Week: 10/		10/14/12	S	1	\$500.00	0.00						
E49 KSNV	10/14/1	2 10/14/12	- <del></del>	CM	1P-9PM	S	:30	1	\$6,500.003	0.00 NM	1	\$6,500.00

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Advertiser:

National Republican Senatorial Committe

Alt Order #: Flight Dates: 06809909

Product Desc: Estimate:

NRSC 2012

KSNV

10/10/12 - 10/16/12

Ln Ch Start	End	Inventory Code	Break	Start/End	Гime Days	Len Spots	Rate Pri	Rtg Type S	Spots	Amount
		NFL Football								
		NFL Footbail								
SNF			_							
Start Date	End Date	<b>Weekdays</b>	Spots/Week	Rate	Rating			I		
Week: 10/08/12	10/14/12	S	1	\$6,500.00	0,00					
E 50 KSNV 10/14/1	2 10/14/12	Sa-Su News 3 at	ElevenCM	11pm-1135	omS	:30 1	\$1,000,003	0.00 NM	1	\$1,000.00
		Sa-Su News 3 at	Eleven						,	V . (
NEWS										
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating	· ·				
Week: 10/08/12	10/14/12	S	1	\$1,000.00	0.00					
			•		100.0	•		Totals	114	\$86,250.00